

On the Highest Shelf

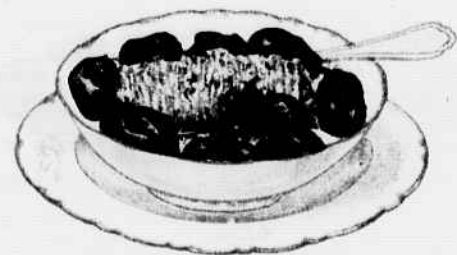


When a cereal food has reached the top-shelf of public favor, showing an unbroken record of increasing sales for fifteen years, there must be more than one "reason" for it. The finest sales organization and the cleverest advertising ever devised will not keep a food at the top-notch unless it has behind it other merit than mere palate-goodness. As a matter of fact there are six good "reasons" for

Shredded Wheat

Here they are: cleanliness of manufacture; purity of product; easy digestibility; high nutritive value; thoroughly cooked and ready-to-serve; fair and honorable "selling policy." There are many other "reasons," but these are the cardinal causes for the leadership of Shredded Wheat.

For breakfast heat one or more Biscuits in the oven to restore crispness; pour hot or cold milk over them, adding a little cream; salt or sweeten to suit the taste. Deliciously nourishing for any meal with stewed prunes, sliced bananas, baked apples or other fruits



Made only by
The Shredded Wheat Company, Niagara Falls, N. Y.